

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.



Pick Your Own *Sweet* Strawberries



LOVETT'S NURSERY
LITTLE SILVER N.J.

WHY ARE POT-GROWN STRAWBERRY PLANTS BETTER TO BUY?



Strong fibrous rooted strawberry plants developed in individual pots ready for transplanting into your garden.

IT IS with pardonable pride that we offer the Summer Catalog of our fifty-third year. You will find listed herein the very Strawberry plants which you have been meaning to buy for such a long time, so that you may grow your own fruit and enjoy the Summer days in your own garden.

Weak Sisters Eliminated

There are no "weak sisters." Each berry is tried and true, the very best of its kind. Each will give satisfaction in its own way with a minimum of care. All the better plants will be found between the covers of this little booklet, from the old favorites like Premier, or Joe, to the newer sorts, such as New Washington, and that sensational new everbearing variety, Mastodon. So take your pick, for whatever you choose, you cannot select a poor Strawberry from this catalog.

Successful Strawberry Gardens

Strawberry plants are not difficult to grow; they adapt themselves readily to a great variety of soils and climates. Small wild sorts are found near the Arctic Circle, and Strawberry growing in Alaska is on a large commercial scale. In the temperate zone they do well in any good substantial garden soil, clay or loam, that holds an abundance of humus or other quickly available plant food.

Pot-Grown Strawberries Best for the Home Garden

The illustration on page 2 shows why Lovett's Pot-grown Strawberry plants thrive and produce such wonderful crops. The heat and dry weather of late Summer ordinarily retard the growth of struggling field grown layer plants. Lovett's Pot-grown plants are practical for home culture, developed in their own soil, under correct growing conditions—the extensive and fibrous root growth has been long established so that the plants suffer no setback when transplanted and are able to withstand the most severe conditions and produce enormous crops quickly.

Now It's Easier than Ever to Grow Strawberries

Years of experimenting have convinced growers that Pot-grown Strawberry plants can be depended upon to produce larger crops of larger berries than field-grown layer plants.

By exercising care in the selection of varieties, provision may be made for fresh Strawberries from early Summer until late Fall. For the home garden at least three varieties should be planted—one of which should be an early sort, another a midseason sort, and one a late fruiting variety. A dozen or more plants of each variety should be planted to judge the merits of each sort.

For a continuous supply of fruit throughout the season, we especially recommend our **Home Garden Collection**—offered on page 15.

Fall or Everbearing Varieties

This class of Strawberries, if planted reasonably early in the season, can be depended upon to produce fruit during the Fall months of the same year. You will find our **Special Everbearing Collections** (see page 18) very attractive.



It's great fun to pick your own

MID-SUMMER PLANTING GUIDE



Sturdy plants that produce amazingly

Everbearing Varieties

can be depended on to furnish fruit almost continuously from early June to freezing weather.

How to Plant

Strawberry plants seem to be exceptionally responsive to care and attention and extraordinary precautions to insure their growth will be well repaid. Upon arrival, unpack at once and place them in a shady spot, then sprinkle them lightly with water; as evening approaches, take them where the ground is prepared and just before planting, dip each root ball in a pail of water.

Preparation of Soil

The bed should be dug and thoroughly cultivated to a depth of 12 to 14 inches. Incorporate with the soil rotted leaves or well rotted manure of any kind. Fresh manure should be avoided because it usually holds grub worms. After cultivating, scatter bonemeal at the rate of 100 lbs. to each bed 15x50 feet, raking it well into the surface.

In the home garden, plants may be set in rows 2 feet apart with the plants 1 foot apart in the row. Where horse cultiva-

PLANT POT-GROWN STRAWBERRIES FOR QUICK RESULTS

Strong, Fibrous Roots ready to take hold quickly in new locations.

LOVETT'S NURSERY, LITTLE SILVER, N. J.

tion is employed, place the rows 3 feet apart; cut off all runners as they appear. Or if you prefer matted rows, allow 3½ or 4 feet between the rows; this will give larger crops on rich soil. Regardless of the cultural method used, the plants should be set a foot apart in the row. As the Midsummer sun is very hot, for the first two or three days after planting, it is well to shade the plants in some manner during the hottest part of the day.

How Much Sunshine?

The plants should get a minimum of six hours of sunshine each day, and this should be kept in mind when locating the beds.

Heavy soils will bear abundant crops providing the drainage is satisfactory. On lighter soils the bed may require extra irrigation. If there is any choice to be made the heavy soil is to be preferred, as results will be more positive with less care and attention.

Care Required for Best Results

As all gardeners know, the most important rule for success is to keep out weeds. This is very important with Strawberries. Go over the bed once a week with a good, sharp hoe which will not only cut out the weeds, but will also loosen the soil, preserve the moisture and stimulate growth. When freezing weather comes on in the Fall, the plants should be mulched with coarse manure, which will serve the purpose of preventing the alternate freezing and thawing of the soil and will also enrich the bed. Care should be taken that a light covering only be applied and should never consist of wet or otherwise heavy material. Too deep a mulch or too heavy material has a tendency to cause the crowns of the plants to decay.

When to Plant

For best results pot-grown plants should be planted from July 20th to October 1st, preferably by September 1st.

Over 500,000 Pot-Grown Strawberry Plants Sold Annually

During the 53 years that Lovett's have made a specialty of Pot-grown Strawberries, millions of plants have been sold, and the great success that our customers have had is ample assurance that Pot-grown Strawberry plants are without question the best.

53 Years of Strawberry Growing Experience

SO VERY GOOD HE ORDERED AGAIN

New York, N. Y.

"Last year I ordered from you some Mastodon Everbearing Strawberries, and because I found them so very good, I have ordered some more from you this year. I found that the June crop this year on plants that I put in last year was fully as heavy as any of the other varieties that I grew, and, even at the present time, I am getting enough Strawberries to have a good size dish every other day in spite of the fact that I have only one row about seventy-five feet long. I also notice that the young plants that have come from the runners are beginning to come into blossom, and it leads me to think that I will have Strawberries right up to the end of the season."

W. HAMILTON BUSK.

JUNE-BEARING STRAWBERRIES

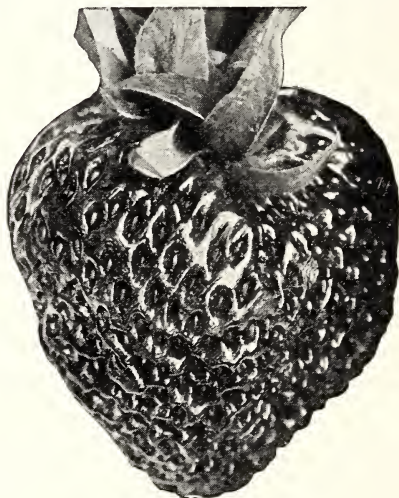
Pot-grown Plants, \$1.00 per dozen, \$7.00 per 100, except where noted

On orders calling for 500 plants or more of any one variety or several varieties (not less than 50 of a kind) we will grant a special discount of 10% from our 100 rate

BARRYMORE. Midseason to late. These large, bluntly conical berries are as great a delight to the palate as they are to the eye, since their deep red, firm, meaty and delicious flesh is as good a recommendation as is their rich, dark crimson color.

BIG LATE. Very late. A most dependable sort, producing big berries of perfect shape with prominent yellow seeds on a glossy red background. Delicious in flavor, very firm, and an excellent shipper and keeper. Borne on strong, erect plants, which hold the berries well off the ground.

Pot-grown Plants \$1.50 per dozen, \$10.00 per 100



Brandywine—See page 7

BLAKEMORE. Early. Originated by the U. S. Department of Agriculture. Berries are bright, light red in color, firm flesh, solid center, with excellent flavor. Reputed to be a week to 10 days earlier than Premier; berries are much firmer than Premier, and the variety has proven superior as a market sort.

Pot-grown Plants . . . \$1.25 per dozen, \$8.00 per 100

LOVETT'S NURSERY, LITTLE SILVER, N. J.

Pot-grown Plants, \$1.00 per dozen, \$7.00 per 100, except where noted

BRANDYWINE. Late. This favorite of California is large, globular and dark red through and through. Of excellent quality, with a sprightly flavor which is unsurpassed for home use, canning, or market purposes. Very firm and productive, thriving best on light soil, sandy or gravelly. On wet soil the berries are apt to dwindle in size as the season progresses.

BUN SPECIAL. Early to midseason. We are confident that this variety when better known, will surpass Dunlap in popularity. It is equally good for the commercial market, for canning, or for table use. Yields heavily an amazing supply of large berries, which are nearly unequaled in quality. You cannot go wrong to sample a few of these promising plants.



Chesapeake

CHESAPEAKE. Late. A vote of canners, market growers, or home users would undoubtedly prove that Chesapeake is the undisputed ruler of its period in popularity. No quality which adds to Strawberry satisfaction is lacking. The berry is beautiful in appearance, being very large, uniform in size and shape, and of a bright red, with no unsightly green tips. The flavor is simply delicious, either raw or canned, and, for a large berry, the flesh is unusually firm. The healthy foliage of this plant is very nearly frostproof. On fairly rich, loamy soil, with a bit of care this variety cannot fail to satisfy.

Pot-grown Plants \$1.25 per dozen, \$8.00 per 100

COOPER. Early to midseason. Probably the largest of the early crop of berries, both in size of crop, and individual berry. Splendid in flavor, and red clear through, with no green tips.

Pot-grown Plants \$1.25 per dozen, \$8.00 per 100

199 LIVE OUT OF 200

"Of the 200 Strawberry plants you sent me a few weeks ago we only lost one."
G. H. UNDERHILL.

Bay Head, N. J.

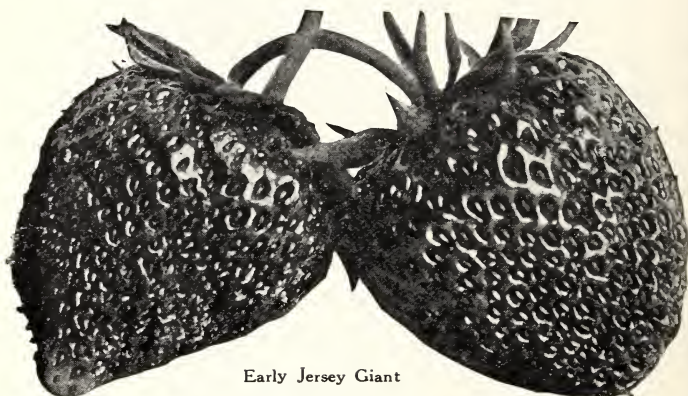
MID-SUMMER PLANTING GUIDE

Pot-grown Plants, \$1.00 per dozen, \$7.00 per 100, except where noted

DUNLAP (SENATOR DUNLAP). Early to midseason. The most popular Strawberry in our country, since it has made thousands of dollars for its growers. Known everywhere for its large, firm berries, borne in great profusion, with little or no care needed. Berries are bright red, of excellent flavor, and are produced successfully over a wider range of soils and climate than are any other Strawberry known.

EARLY JERSEY GIANT. Very early. Without question the earliest fruiting variety, outclassing all others in size, attractive color and superb flavor. Unlike other early varieties this berry is of unusual size, by far the largest, and is of brilliant scarlet crimson color. They are extraordinarily rich in aroma and of delicious flavor. The plants are strong growers, with an unusually heavy yield of berries. One of Dr. Van Fleet's famous hybrids.

Pot-grown Plants \$1.25 per dozen, \$8.00 per 100



Early Jersey Giant

EDMUND WILSON. Midseason. Another of Dr. Van Fleet's Hybrid Strawberries. Although, undoubtedly, this is the largest Strawberry in existence, none of the other qualities that go to make a fine Strawberry are lacking. The fruit is of exceptional quality, perhaps not so firm as some other varieties, but it is unexcelled for the home garden and home consumption. The blunt, heart-shaped berries are of very dark color throughout, extremely juicy and of superb flavor. The plants are exceptionally large and vigorous; ripens in midseason.

Pot-grown Plants \$1.50 per dozen, \$10.00 per 100

"BEST PLANTS" SAYS EXPERIENCED BUYER

Brooklyn, N. Y.

"Your plants are the best I have ever received from any Nursery and I have been buying all over the country. It was only by chance at our Garden Club that I picked up your catalog. I am thankful for the find. I remain a satisfied customer."

F. FRANZMAN.

GREAT CLUSTERS OF DELICIOUS BERRIES

Milwaukee, Wis.

"The Strawberry plants I bought of you last Fall are sturdy and wonderful. We did not lose one, and the Mastodons are now covered with great clusters of large delicious berries."

MRS. L. T. BOYD.

Pot-grown Plants, \$1.00 per dozen, \$7.00 per 100, except where noted



Edmund Wilson—See page 8

GANDY. Late. One of our own introductions of many years ago, which has met with a surprising success as a late berry. It is unsurpassed as a market sort, since it combines firmness with attractiveness. Fruit is extremely large, of perfect shape, and very uniform. The bright green caps add materially to its appeal. It succeeds best on heavy soil.

GLEN MARY. Midseason. An old standard variety which is familiar to most Northern growers. On light, sandy soil Glen Mary is unequalled in productiveness, and the fruit borne is large and firm. These berries are of irregular shape, but their quality is among the best. Should be planted near a good pollinizer such as Joe.

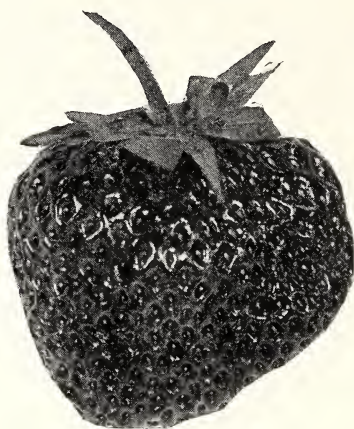
HOWARD NO. 17. Early. Actually, Howard No. 17 and Premier are identical. Fruit is light red, large, and of excellent quality.



Joe—See page 10

MID-SUMMER PLANTING GUIDE

Pot-grown Plants, \$1.00 per dozen, \$7.00 per 100, except where noted



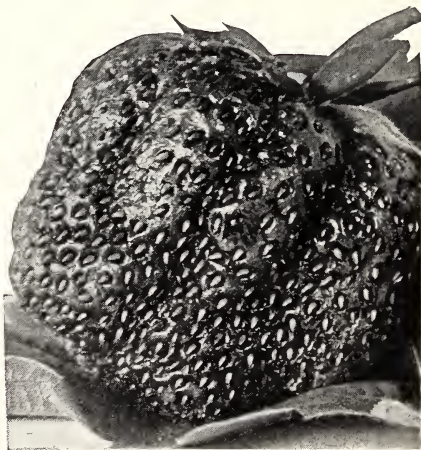
Hundred Dollar

HUNDRED DOLLAR. Midseason. Produces light scarlet berries in the greatest profusion. A nationwide success.

JOE (BIG JOE). Medium Late. For over 20 years, Joe has been the leading medium late berry in the eastern portion of our country. It is of good color and flavor, and succeeds upon all soils. Joe is the leading eastern berry of its period, both for market and home consumption. A good looking, good tasting, healthy Strawberry.

JOHN H. COOK. Early. The third of the Van Fleet hybrids, and a worthy running mate to Early Jersey Giant and Edmund Wilson. This is an early variety, although not as early as the Early Jersey Giant. In growth, constitution and other worthwhile qualities it is unexcelled; valuable as a market variety as well as for home use; unusually fine flavor with excellent color and firm flesh.

Pot-grown Plants \$1.50 per dozen, \$10.00 per 100



John H. Cook

LOVETT'S NURSERY, LITTLE SILVER, N. J.

Pot-grown Plants, \$1.00 per dozen, \$7.00 per 100, except where noted

JUMBO. Midseason. Plants are large and healthy, fruit large and well colored; produces extra sized crops on poor soil. Does better in Northern states. Fine for market and home use.

Pot-grown Plants \$1.50 per dozen, \$10.00 per 100

LUPTON. Midseason to Late. Lupton is quite a bit like the Gandy, but much more productive, and five or six days earlier. It is a great commercial berry, certainly one of the most popular in New Jersey. It is one of the most beautiful of all berries, being large and of perfect shape. Its firmness renders it valuable for distant shipment, and this, added to its attractiveness, gives it a leading place among market berries.

You don't need a farm to grow sweet ripened Strawberries—a few square feet of planting space will yield a lot of fruit surprisingly fine.



McKinley

MARSHALL. Midseason. An aristocrat which, given a bit of care, will produce the very acme of berry perfection. Berries are very large, dark glossy crimson, and of the finest flavor. One of the best varieties to force under glass in Winter.

McKINLEY. Midseason. A good berry for the home garden, being handsome in appearance and juicy and delicious in flavor.

PLANTS ARRIVE IN IDEAL CONDITION

"I received the plants today and set them out. The weather is fine for setting out. They are in fine condition and I wish to thank you very much."

New London, Conn.

HORACE DART.

VERY SATISFACTORY

"Your order of Pot-grown Strawberries were very satisfactory."

Covington, Ky.

DR. JOHN H. BUSTETTER.

SO PLEASED HE REORDERS

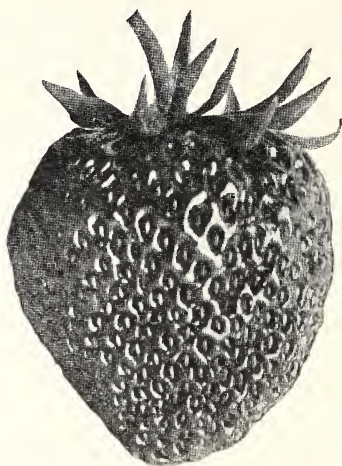
"I have just received your last shipment of Strawberry plants and I am so pleased with them that I am going to request you to ship me two dozen of your best Everbearing berries."

Saugatuck, Conn.

CAPT. W. S. WILLIAMS.

MID-SUMMER PLANTING GUIDE

Pot-grown Plants, \$1.00 per dozen, \$7.00 per 100, except where noted

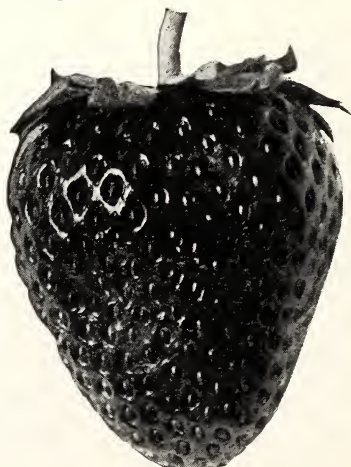


New York

NEW WASHINGTON. Late. This newcomer has the best flavor of any late Strawberry which we have tasted and is unsurpassed in vigor, size, color, and sweetness. Each plant bears in profusion rich, shining, deep, dark red fruit, which is firm enough to ship and keep well. You will certainly want to sample some of these sugar sweet berries and once they are tasted, we know that you will come back for many more.

Pot-grown Plants. \$1.50 per dozen, \$10.00 per 100

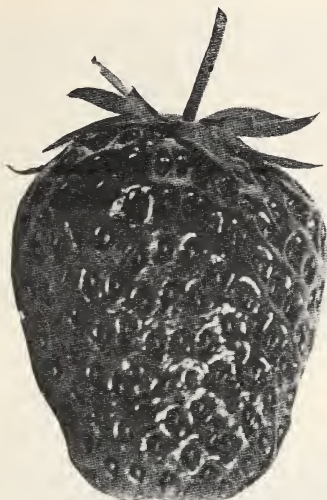
NEW YORK. Midseason. The sweetest of all Strawberries. The fruit is extremely large and well colored, and the plants are healthy and productive, succeeding on very poor soil. An all-around berry which has given satisfaction wherever it has been sampled.



Pearl—See page 13

LOVETT'S NURSERY, LITTLE SILVER, N. J.

Pot-grown Plants, \$1.00 per dozen, \$7.00 per 100, except where noted



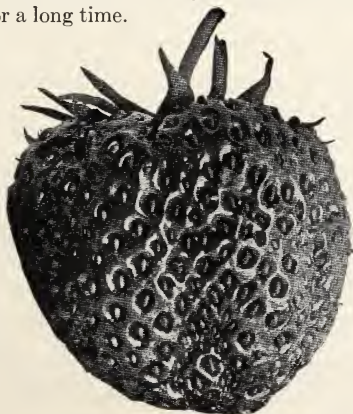
Premier

NICK OHMER. A medium late sort, valuable for home use or market growing, being large, firm and sweet. Globular in shape, with bright green caps.

PEARL. The latest June bearer of quality. Berries are a trifle irregular, but extra large and of perfect flavor. Excellent for prolonging the berry season and thus bringing high prices, if berries are grown commercially.

Pot-grown Plants \$1.50 per dozen, \$10.00 per 100

PREMIER. The best early Strawberry, possessing absolutely no weaknesses or faults. It is an immensely prolific producer of large, perfect berries, over an extra long bearing period. These berries are of the finest quality, color, texture, and flavor. Premier is very nearly frostproof, and its berries are firm enough to stand distant shipment. It is the most profitable early variety, producing as many as 16,000 quarts of berries an acre during its season. It has been justly popular for a long time.



Royal Sovereign—See page 14

MID-SUMMER PLANTING GUIDE

Pot-grown Plants, \$1.00 per dozen, \$7.00 per 100, except where noted

ROYAL SOVEREIGN. Early to midseason. The best of all varieties for forcing under glass in the Winter. Genuine plants of this imported variety are very scarce. Successful and satisfactory as a June bearer, if given a bit of care.

Pot-grown Plants \$2.00 per dozen, \$12.00 per 100

SHARPLESS. A late season variety. This is one of the first berries grown in a commercial way, and is a favorite among Strawberry growers everywhere. It is a strong, healthy grower and produces large berries of exceptional quality; this is a fine variety for forcing under glass.



Success

STANLEY'S EARLY. An extra early variety, producing a tremendous amount of fruit. Berries are large, dark red, perfectly formed, sugar sweet, and of the finest quality for either market or home use.

Pot-grown Plants. . . \$1.25 per dozen, \$8.00 per 100

SUCCESS. Early. Light, bright scarlet berries borne in wonderful yields on any soil. Plants are strong, healthy growers. Excellent for home consumption.

REPORTS SATISFACTION FOR FIVE YEARS

Cedarhurst, L. I., N. Y.

"I bought of you about five years ago 75 Strawberry plants, which gave great satisfaction."

B. LEWKOWITZ.

OUR PROMPTNESS PLEASES MR. INSTONE

Mound, Minn.

"Enclosed please find check for \$20.00 in payment for 500 Pot-grown Senator Dunlap Strawberries. I received them Monday, came through in fine shape, and I want to thank you for your promptness in filling this order."

WOODEND FARM GREENHOUSES (Geo. H. INSTONE).

LOVETT'S NURSERY, LITTLE SILVER, N. J.

Pot-grown Plants, \$1.00 per dozen, \$7.00 per 100, except where noted



Wm. Belt

WM. BELT. Midseason to late. This old favorite constitutes a standard quality, unsurpassed for the home garden. Fruit is large and irregular in shape, a bright, handsome red in color, very productive and a good shipper.

LOVETT'S HOME GARDEN COLLECTION

This carefully selected list of strong, pot-grown plants will bear you delicious fruit through late Spring, Summer and Fall.

Early Jersey Giant. Our best early.

New York. A prize winning midseason.

Lupton. Very best late season.

Mastodon (Everbearing). Will challenge them all.

12 plants of each variety	\$5.00
25 plants of each variety	9.00
50 plants of each variety	16.00

EVERBEARING STRAWBERRIES

Through the development of Everbearing Strawberries, the bearing season has been greatly lengthened, for two bountiful crops a year may be harvested from these "Everbearing" sorts. With the exception of Mastodon and Berri Supreme, Fall-bearing Strawberries average somewhat smaller than fruit of the June-bearing varieties, but in quality and aroma the Everbearers equal and often surpass the average June variety.

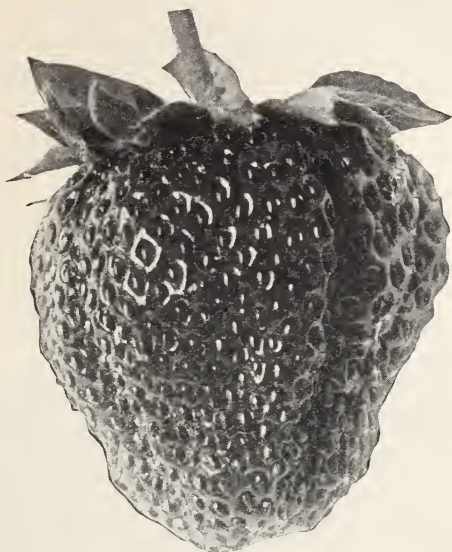
How to Increase Size of Berries

The size of the berries can be increased, if desired, by hill culture. Cultural directions for "Everbearing" Strawberries are no different than for "June-bearing" varieties except that if a large Fall crop is desired the blossoms should be continually removed until after the middle of July. The fact that two crops of Strawberries may be harvested from "Everbearing" plants, if the grower desires, makes the "Everbearing" Strawberries an excellent investment, or if the grower desires only "Fall-bearing" crops the higher prices that he can obtain are of great advantage from a commercial standpoint. You will note that we list only four varieties of "Everbearing" Strawberries. Two of these, the Champion and the Progressive, have for years been the outstanding and most popular "Everbearing" Strawberries. The Mastodon Strawberry is a recent development with qualities which have placed it in the forefront of Strawberries, and the Berri Supreme is an even later development which shows promise of superseding Mastodon as King of the Everbearers.

Plant Everbearing Strawberries and Enjoy Fruit Until Jack Frost Comes



Berri Supreme (greatly reduced)



Mastodon

EVERBEARING STRAWBERRIES

BERRI SUPREME. This new everbearer fruited with us for the first time last year and is the only berry of which we have any knowledge that bids fair to supersede Mastodon as the King of Everbearers. Plants of Berri Supreme bear large, smooth, regularly shaped berries of a fine red in color, ripening evenly, all over at the same time. It is of fine flavor, has a skin sufficiently tough for long shipment, and yields prolifically enough to make it a good market variety. Be the first in your neighborhood to sample these splendid Strawberries.

Pot-grown Plants \$3.00 per dozen, \$20.00 per 100

CHAMPION. The vigor and hardiness of this variety are remarkable. It is a prolific bearer of well shaped, dark red berries of a wonderful flavor. Next to Mastodon in popularity, and justly so, for it is an improvement even on the old favorite, Progressive.

Pot-grown Plants \$1.50 per dozen, \$10.00 per 100

MASTODON. This sensational new Everbearing Strawberry, with its large berries, has taken the country by storm, from coast to coast. It is the most productive of all everbearers, with a June crop that challenges most of the contemporary varieties, and a Fall crop that extends into December. The fruit is not only huge, but remarkably attractive with its deep red color, and the plants are rugged and sturdy, sure of production. Unlike a good many large berries, Mastodon is firm in texture and may be shipped a great distance. There is little wonder that it is the Strawberry of today.

Pot-grown Plants \$2.50 per dozen, \$15.00 per 100

MID-SUMMER PLANTING GUIDE

PROGRESSIVE. The oldest successful Everbearer. Berries are a rich red clear through, borne in profusion early in June and late in the Fall. This fruit is of splendid quality and will stand more neglect than any other variety. A home berry, being too soft to ship successfully.

Pot-grown Plants \$1.25 per dozen, \$8.00 per 100



Dish of Berries such as you can grow

LOVETT'S SPECIAL EVERBEARING COLLECTION

\$3.00 Collection

No. 1—Here is a small collection which will plant about 18 feet long

6 of Berri Supreme.....	\$1.50
6 of Champion.....	.75
6 of Mastodon.....	1.25

18 for \$3.00

Retail Value \$3.50

\$5.50 Collection

No. 2—This lot will occupy about 36 feet in your garden and is a little better to buy than No. 1

12 of Berri Supreme.....	\$3.00
12 of Champion.....	1.50
12 of Mastodon.....	2.50

36 for \$5.50

Retail Value \$7.00

\$10.00 Collection

No. 3—These 75 will take up about 75 feet and will give you a generous supply of berries from June till late September

25 of Berri Supreme.....	\$5.00
25 of Champion.....	2.50
25 of Mastodon.....	5.75

75 for \$10.00

Retail Value \$13.25

PEONIES

FALL IS A GOOD TIME TO PLANT BOTH
PEONIES AND IRIS

Among the most hardy, showy, and easily grown of all garden flowers; the plants are practically immune from the attacks of insects or diseases; the flowers are the largest of all double flowering perennials, and each succeeding year adds to the vigor of the plant and to the abundance and perfection of the bloom. The varieties that we name below we have selected with great care as being excellent specimens of the types and colors they represent.

Price, all varieties of Peonies: 75c. each, \$7.50 per dozen, \$50.00 per 100, except as noted



Felix Crousse

Avalanche. Late midseason; double; blush white, with very narrow crimson edges to a few petals. Large.

Baroness Schroeder. Late midseason; double; pale flesh white, tinted cream, outer petals shaded faint pink. Very large; one of the finest.

Candidissima. Early; double; sulphur yellow, creamy white guard petals. Large, tall, profuse bloomer.

Couronne d'Or. Late, double; white, illumined near center by ring of yellow stamens, center petals tipped crimson. Large, very floriferous; used largely for commercial plantings.

Duchesse de Nemours. Early, double; white, center light canary yellow, which fades to white; large, medium tall. Regarded by some growers as the best white for commercial purposes.

Edulis Superba. Extra early; double; old rose pink, lighter collar of narrow petals. Tall, medium size.

Felix Crousse. Late midseason; double; brilliant crimson, even tone and silky luster. Large, very floriferous.

Festiva Maxima. Early, double; white, prominent crimson flecks on a few central petals. Very large. Best known, and most popular white.

MID-SUMMER PLANTING GUIDE

PEONIES—concluded

Price, all varieties of Peonies: 75c. each, \$7.50 per dozen, \$50.00 per 100, except as noted

Floral Treasure. A strong, tall, upright grower, producing pale lilac rose, fragrant flowers in great abundance. Splendid for cutting.

James Kelway. Early midseason; double; pale pink, displaying a slight yellow tint from intermixed stamens. Very large; tall. Brings the top of the market as a cut flower. \$1.00 each, \$10.00 per dozen.

Karl Rosenfield. Very large, globular, compact, semi-rose type. Dark crimson. Very strong, tall, compact grower and free bloomer. Midseason. A very brilliant and striking variety.

La Perle. Midseason; double; light old-rose-pink, with slightly darker center, prominently flecked with red. Large, medium height. A lovely color, and splendid cut flower. \$1.00 each, \$10.00 per dozen.

Mme. de Verneville. Early, double type; white, blush white center, with distinct crimson marks on tips of several petals. One of the strongest growers; excellent keeper in storage.

Marguerite Gerard. Midseason; double; pale Hydrangea pink, changes to creamy white. Center petals minutely flecked dark carmine. Collar mixed with many yellow stamens. Very large; profuse bloomer.

Meissonier. Midseason; double; brilliant crimson, similar to American Beauty shade. Free bloomer, medium size.

Modeste Guerin. Early, double, dark rose pink, with slightly violet tint, much brighter in center. Large; very distinct color.

Mons. Dupont. Late midseason; double; white, yellow glow from buried stamens, and very conspicuous crimson blotches on central petals. Large, tall, free bloomer.

Suzette. Midseason; double, clear rose pink, deeper old rose in center of petals, brightened by yellow reflections from numerous stamens. Large; extremely floriferous. \$1.00 each, \$10.00 per dozen.

Umbellata Rosea. Very early; double, violet rose, center of narrow amber white petals, with occasional broad petal of violet rose. Medium size; medium height. Being first of the Chinensis Peonies to bloom, it is very valuable.

Venus. Midseason, double; pale old rose pink; large cupped guards and conical center with incurved narrow collar of notched petals. Large, tall; free bloomer. In bud, resembles an immense Darwin Tulip. \$1.00 each, \$10.00 per dozen.

FALL IS THE BEST TIME

of the year for transplanting most classes of

NURSERY STOCK

including

**ROSES
SHRUBS
HEDGE PLANTS**

**HARDY PERENNIALS
VINES
EVERGREENS**

Also

**FRUIT TREES, GARDEN FRUITS and GARDEN
ROOTS**

A copy of our **Fall 1931 Catalog** will be mailed to all of our patrons who have ordered from us at any time within the past two years. It will also be mailed **free of charge** to all others who write for a copy.

IRIS (Fleur-de-Lis)

(Commonly known as Garden Orchids)

A PLANTING SUGGESTION

Place neck of each root level with the surface of the ground.

VARIETIES OF UNUSUAL MERIT

Florentina Alba (Silver Queen). Blooms very early; white, slightly shaded porcelain.

Iris King. Maroon and lemon yellow.

Pallida Dalmatica. Very tall; lavender blooms.

Purple Queen (Florentine Blue). Earliest of all, rich purple.
25c. each, \$2.50 per dozen

OTHER VARIETIES

Charles Dickens (Orova). Light violet, with indigo.

Delicata. Delicate, straw tinted rose with deep lilac.

Gracchus. Delicate yellow, striped wine red.

H. Cramer. Deep celestial blue, with Yale blue; tall, early.

Queen of May (Rosy Gem). Bright rosy lilac.

Sir Robert Peel (Zephyr). Blue.

All above, 15c. each, \$1.50 per dozen, \$10.00 per 100
Varieties Mixed, 12c. each, \$1.25 per dozen, \$7.50 per 100

LOVETT'S "RAINBOW" COLLECTION OF IRISES

To further popularize the growing of this charming class of hardy plants we offer **6 plants each of the 6 varieties described above—36 plants in all for \$3.00.** Here is what we'll send:

6 each of Queen of May, Sir Robert Peel, Gracchus, Delicata, H. Cramer, Chas. Dickens.

See description above and order as Lovett's Rainbow Collection.

IMPERIAL JAPANESE IRIS

The individual flowers are of truly enormous size (6 to 8 inches in diameter); of the most gorgeous and richly varied colors imaginable. Blooming season, June-July. Japanese Iris give best results when planted in fertile and preferably fairly heavy soil.

Double White (Gold Bound). Six large, open, milk white petals, deep yellow at base.

Peacock. Nine large, overlapping petals; violet purple, veined with white.

Purple and Gold. Rich violet purple, with showy golden throat. Double flower. Early.

Pyramid. Nine large petals, indigo blue, veined white.

Stella. Three violet petals, veined white.

Strong roots, 40c. each, \$4.00 per dozen, \$30.00 per 100

MIXED JAPANESE IRIS

These mixed Japanese Iris should not be confused with the usual ordinary ones that are so frequently seen. The parent plants from which the seed was collected which produced them were all of select and high priced varieties, consequently the mixture which we offer is especially fine.

Splendid, strong roots, 20c. each, \$2.00 per dozen,
\$14.00 per 100

PLEASE READ THIS PAGE CAREFULLY

HOW TO ORDER. To insure receipt of stock when wanted, order as early as possible. Use our regular order blank, as we can more quickly check and fill order. Be sure that your name and address are clearly written. In your address give post office, county and state, and state clearly to what point goods are to be sent. If shipping address is different than residence post office, be sure that you give us the correct shipping point. To avoid error, and to check off plants when they arrive, keep a correct copy of your order. Ladies will oblige us by prefixing their names with "Mrs." or "Miss." No change or countermand of an order may be considered as final without our written consent.

SIZE OF ORDER. Orders of less amounts than \$1.00 cannot be accepted, and payments are invariably in advance. Plants may be sent C. O. D., however, if 25 per cent of the amount is forwarded with the order—with return charges added.

Six plants and fifty plants of a variety will be supplied at the dozen and hundred rates, respectively. Less than fifty, dozen rates; and orders for less than six plants of a variety cannot be accepted.

For lots of 500 or over, a discount of 10 per cent off the 100 rate will be granted.

SUBSTITUTION. It is our custom, should the supply of a variety become exhausted (which occasionally occurs in all nurseries), to substitute in its stead a similar sort, properly labeled, of course. When it is desired that we shall not do this, it must be so stated in the order. To simply affix the words "No Substitution" is all that is necessary.

PACKING. Is executed with the utmost care. Special pains are taken to pack lightly, thereby reducing the expense of transportation to a minimum. All goods at prices quoted are packed free. Everything is labeled.

SHIPPING. Express shipments are the most satisfactory for Pot grown Strawberry Plants. On account of the heavy ball of earth at the roots, they cannot be mailed easily, and the delays of freight shipments are often fatal to them.

ORDER FOR

Name.....
Mr., Mrs. or Miss—write plainly

Post Office.....

Ship by.....To.....
Mail, Express or Freight

Enclosed find sum of.....

[illegible]

➡ Add proper amount of postage on goods to be shipped by Parcel Post. If more than is needed is sent, the surplus will be promptly returned.

(Over)

LOVETT'S NURSERY, LITTLE SILVER, N. J.

TERMS. Post Office Money Order, Registered Letter, New York Draft, or Express Money Order are the safest ways of making payments. Enclose your remittance with the order.

Prices mentioned in this pamphlet include packing and delivery to the forwarding agents. Our control ceases there, and our responsibility also.

These prices assure you sturdy, well grown plants, carefully packed, F. O. B. shipping point—they do not include transportation charges.

Weight When Packed

Pot grown Strawberries, 3 lbs. per dozen, 24 lbs. per 100. Please send money enough to pay postage in addition to cost of plants ordered, when shipment is to be made by mail.

INFORMATION ABOUT PARCEL POST AND RATES OF POSTAGE

MAXIMUM WEIGHT—70 lbs. in first, second and third zones; 50 lbs. in all other zones.

INSURANCE AGAINST LOSS—5c. pays up to \$5.00; 8c. up to \$25.00; 10c. up to \$50.00, and 25c. up to \$100.00.

RATES OF POSTAGE WITHIN U. S.

	<i>1st Pound or fraction</i>	<i>Each additional pound or fraction</i>
1st and 2nd Zone.....	7c.	1c.
3d Zone.....	8c.	2c.
4th Zone.....	8c.	4c.
5th Zone.....	9c.	6c.
6th Zone.....	10c.	8c.
7th Zone.....	12c.	10c.
8th Zone.....	13c.	12c.

WESTERN UNION TELEGRAPH

Little Silver, N. J. and Red Bank, N. J.

POSTAL TELEGRAPH

Red Bank, N. J.

LONG DISTANCE TELEPHONE

No. 2200, Red Bank, N. J.

**Our large General Catalog and Fall Planting Guide
containing Special Offers is issued yearly**

Gladly mailed on request

COME AND SEE US!

BEING less than 50 miles south of New York City and easy to find, we are extending to our wholesale and retail customers a cordial invitation to call.

Visitors are always welcome. It is a pleasure to motor over the wonderful new road systems which the New Jersey Highway Commission has provided, extending from the Holland Tunnel and ferries through Eastern, Central and Southern New Jersey. It is worth your while to take this trip and see what we produce and how we do it. Our telephone number is Red Bank 2200.



Stop off on your way to the Shore—we are located a mile and a half south of Red Bank, and 6 miles north of Long Branch (see map below).

Our large fields of Evergreens and Azaleas are especially attractive at this time. We consider the months of August and September a splendid time for the planting of this class of stock.

Call at our Nursery and pick up your planting material, thus eliminating transportation charges; also you will be assured of better results by the stock being out of the ground for the shortest possible length of time.

Good roads lead from all directions to our Nursery.

